

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY BELGRADE

AMCONSUL ZAGREB

UNCLAS STATE 139174

FROM COMMERCE

E.O. 11652: N/A

TAGS: BEXP, BFOL, YU

SUBJ: OIM TARGET INDUSTRY RESEARCH: COMPUTERS AND COMPUTER RELATED
EQUIPMENT AND BIOMEDICAL EQUIPMENT-TRADE LISTS AND WTDR'S.

REF: (A) BELGRADE OM, JUNE 19, 1973; (B) BELGRADE A-357, JUNE 26,
1973; (C) BELGRADE 2818; (D) USDOC 7687; (E) STATE -188,
JANUARY 8, 1973; (F) STATE 11780, DECEMBER 5, 1972.

1. COMMERCE GREATLY APPRECIATES EMBASSY BELGRADE'S CONSCIENTIOUS
SCREENING OF MAJOR PROSPECTIVE CUSTOMER LIST; POST'S PROVISION OF
CORRECT NAMES, MORE ACCURATE ADDRESSES AND KEY CONTACTS
INVALUABLE FOR PREPARATION SUITABLE TRADE LIST. REGRET SUB-STAND-
ARD EFFORT BY LONDON-BASED CONTRACTOR RESULTED IN ADDITIONAL TASK
FOR POSTS.

2. ASSUME REFERENCE IN PARA. ONE, REPAIR (A) SHOULD READ "MAJOR
PROSPECTIVE CUSTOMERS" LATTER AIRGRAM TRANSMITTED COPIES OF VALID
WTDR'S ON THREE PROSPECTIVE CUSTOMERS, TWO NEW WTDR'S AND SUMMARY
SHEETS ON THREE CUSTOMER ENTITIES PROVIDING, IN LIEU WTDR'S,
DATA CHARACTERIZED AS "BASIC INFORMATION." REFTEL (C) PROVIDED
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SIMILAR ASIC INFORMATION, AGAIN IN LIEU OF WTDR'S, ON 15

CUSTOMER ESTABLISHMENTS COMPRISING PORTION LIST IN REFTEL (D)
AND CONTRACTOR'S LIST.

3. ESTABLISHMENTS FOR WHICH BASIC INFORMATION PROVIDED BOTH IN
REFAIR (A) AND REFTEL (C) ARE IDENTIFIED AS THOSE "FOR WHICH
FULL WTDR INFORMATION IS EITHER NOT AVAILABLE OR NOT APPLICABLE,"
AND WAS PROVIDED "IN THE INTEREST OF TIME AND IN ORDER NOT TO DELAY
COMPLETION OF MARKET STUDY."

4. COMMERCE APPRECIATES POST RECOGNITION OF CRITICAL DEADLINES IN
PREPARATION OF SALES PACKAGE (SECTION C-2 OF REFAIR (F) AND, THERE-
FORE, ITS MOTIVATION TO SAVE TIME BY SEEKING SATISFY WTDR REQUIRE-
MENT BY OTHER THAN WTDR'S. HOWEVER, AS INDICATED IN REFAIR (F),
WTDR'S ARE ESSENTIAL ELEMENT OF SALES PACKAGE. BASIC INFORMATION
TRANSMITTED ON MPC ESTABLISHMENTS DOES NOT, UNFORTUNATELY, MEET
PROGRAM REQUIREMENTS NOTWITHSTANDING THAT MUCH OF IT WOULD BE
SUITABLE FOR INCLUSION IN A WTDR. AS PST AWARE, WTDR'S PREPARED
ON FORM IA-341 INCLUDING APPROPRIATE CODING (IN CONTRAST TO
TELEGRAPHIC WTDR'S), NOW THE MAJOR SOURCE OF NAME-DATA INPUT TO
AUTOMATED FOREIGN TRADERS INDEX. PRIMARY SOURCE SUCH IA-341'S ARE
THOSE PREPARED AGAINST TARGET INDUSTRY RESEARCH-CENTERED TRADE
LISTS.

5. COMMERCE PUZZLED BY EMBASSY BELGRADE STATEMENT THAT "FULL
WTDR INFORMATION IS ...NOT AVAILABLE OR NOT APPLICABLE "WITH
RESPECT TO SOME 18 OF 23 ENTITIES. WITH TRANSMITTAL OF REFAIR
(E), "EXPANSION OF WTDR COVERAGE," MEAN OF PREPARING WTDR'S ON
ENTITIES FOR WHICH SUCH REPORTS WERE PREVIOUSLY CONSIDERED
INAPPLICABLE, WAS INTRODUCED. WHERE GOVERNMENTAL OR QUASI-
GOVERNMENTAL ESTABLISHMENTS INVOLVED, THE INSTRUCTION DOES NOT
NECESSARILY REQUIRE PREPARATION FULL WTDR AND OPTION TO PREPARE
FULL OR PARTIAL REPORT INVOLVES POST DISCRETION.

6. REVIEW OF ESTABLISHMENTS INCLUDED IN MPC LIST SUGGESTS THAT
MOST ON WHICH "BASIC INFORMATION" PROVIDED ARE APPROPRIATE
SUBJECTS OF FULL OR PARTIAL WTDR'S. UNLESS PERTINENT DATA HAS BEEN
SOUGHT BY POST, CONCLUSION THAT IT IS NOT AVAILABLE WOULD NOT SEEM
TO FOLLOW. SAME CONSIDERATIONS APPLY TO MEDICAL FACILITIES(
UNIVERSITIES) AND PRIVATE AND GOVERNMENTAL HOSPITALS RESPECTING
WHICH EMBASSY BELGRADE HAS ALSO CONCLUDED (REFAIR B) THAT DATA
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NOT AVAILABLE OR INAPPLICABLE. APPROPRIATELY TAILORED WTDR'S ARE
BEING PREPARED ON SUCH ENTITIES BY OTHER POSTS. WHERE QUESTIONS
OF APPROPRIATENESS OF SEEKING AND REPORTING SELECT ITEMS REQUIRED
ON IA-341 ARISES, POSTS MAY BE GUIDED BY A-188.

7. POSTS ARE REQUESTED TO RE-EXAMINE A-188 AND TO REVIEW DECISION
NOT TO PREPARE WTDR'S IN MOST CASES. POST MAY CONCLUDE THAT,
IN PARTICULARLY SENSITIVE CASES, NO WTDR SHOULD BE PREPARED

DUE LOCAL CIRCUMSTANCES. WHERE THIS CLEARLY CASE, PLEASE PROVIDE
A RATIONALE FOR DECISION.

8. WTDR'S FOR BIOMEDICAL CUSTOMER LIST SHOULD BE PREPARED AND
FORWARDED AS SOON AS POSSIBLE; THOSE FOR COMPUTERS WHOULD BE
RECEIVED IN COMMERCE BY MID-SEPTEMBER. REPORTS ON CENTROPROM AND
VALJAONICA BAKRA (DATED 12/71) ARE NOT VALID IN TERMS OF A-809 AND
SHOULD BE UPDATED. POSTS REQUESTED CABLE COMMERCE WHETHER THEY CAN
MEET SUBMISSION DEADLINES.

9. SHOULD AMCONSUL ZAGREB DETERMINE THAT CORRECTIONS ARE NECESSARY
IN NAMES, ADDRESSES, KEY CONTACTS OR SECTOR DESCRIPTIN ON THOSE
ESTABLISHMENTS (COMPUTER CUSTOMERS) FALLING WITHIN ITS CONSULAR
DISTRICT, PLEASE SO INFORM COMMERCE BY CABLE IN ORDER PERMIT
FINAL PROCESSING TRADE LIST. RUSH

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